



Embassy of the United States of America

Tokyo, Japan

July 16, 2020

First set of Questions-and Answers (Qs & As) from site visit held on
July 9, 2020 at 2:00pm

Request for Quotations No. 19JA80-20-Q-0798

Project Title : 2020 Taste of America Promotion Service for the Agricultural
Trade Office(ATO) of the US Embassy Tokyo

Questions and Answer Session

Question 1:

"What is the cancellation policy in case the event doesn't take place due to Covid-19?"

Answer 1: Due to the length of this Contract, the ATO may be able to issue partial payments based on completion of preliminary/preparatory work; however, advance payments are not permitted. In addition, due to the possibility of disruptions related to the COVID-19 virus or other unforeseen events, bids shall include an option for contract cancellation and partial billing for completed work. Please provide a detailed proposed billing schedule in your proposal.

Question 2:

"How many participants will the Launch event have (Exhibitors, Visitors, etc.)? Is there a target audience for this event?"

Answer 2: As of now, the ATO anticipates three sessions that will have 10 establishment guests, 20 exhibitors and 5 staff making a total of 35 people per session.

Question 3:

"We understand the goal is to raise the general awareness of American agriculture products in Japan; however, could you share who are the main target customers/ groups of this campaign?"

Answer 3: There are two main target groups. The first are the establishment's chefs, managers and owners. The second are Tokyo-area consumers, particularly young & upwardly mobile restaurant goers, as well as social media influencers popular with that group.

Question 4:

"We have noticed that for the previous TOA events, there is usually a theme... Is that part of our proposal or is that something will be decided by the ATO?"

Answer 4: Theme will be finalized in discussion with the ATO. Theme should incorporate elements of sharing, US-Japan cultural connections, culinary innovation, my American, tourism, etc...

Question 5:

"You have mentioned there are many American ingredients available here in Japan, is there any priority or special requests that the ATO has in mind regarding this campaign?"

Answer 5: There isn't one specific ingredient. As mentioned in the orientation we would like you to work with our food associations that are listed here, and the products they represent.
<http://www.myfood.jp/usfood dic/>

Question 6:

"Is it possible for us to receive the list of the restaurants that are likely to participate at TOA 2020? Or is the list only will be available for the awarded contractor?"

Answer 6: It will be provided to the awarded contractor.

Question 7:

"For SNS handling, we understand there are an existing website for Taste of America, as well as accounts for Facebook, Instagram and Twitter. Are we allowed to use the same accounts? In other words, will we be granted with the access and password to those accounts?"

Answer 7: The ATO will arrange access to relevant accounts; however, bidders should plan to achieve social media distribution targets independently of these ATO-funded accounts.

Question 8:

"Is the contents for all social media network supposed to be in both English and Japanese?"

Answer 8: It can be in Japanese only.

Question 9:

"When is the final report due? Would it be something like one month after the 2-week event (the latest by mid-December)?"

Answer 9: The final repost is due 30 days from last day of the showcase.

Question 10:

"Is there an estimation that when will we get the answers for the questions?"

Answer 10: July 16, 2020.

Question 11:

"Will the ATO be providing their existing list of restaurants and influencers?"

Answer 11: To the awarded contractor only.

Question 12:

"Is the Agency expected to develop additional list of restaurants and influencers?"

Answer 12: Yes.

Question 13:

"Should we allocate budget for paid influencers?"

Answer 13: It is up to the Contractor if it wants to hire influencer(s). Bidders should explain how they will achieve goals for social media exposure.

Question 14:

"Is the Agency expected to also conduct activities in Osaka?"

Answer 14: No. Only send posters and stickers to Osaka establishments.

Question 15:

"Is the Agency responsible for ensuring all posters, stickers are properly displayed at the partnering restaurants, and supermarkets?"

Answer 15: The ATO will work with the establishments.

Question 16:

"How many posters/stickers do you believe will be necessary?"

Answer 16: 35 x 2 posters = 70 posters. Stickers will depend on the number of establishments that will utilize stickers.

Question 17:

"Should we include printing costs?"

Answer 17: Yes.

Question 18:

"Is the timeline of the event flexible or do all restaurants have to begin on Nov. 1 and end on Nov. 14?"

Answer 18: The timeline is fixed, and not anticipated to change. All restaurants must offer promotional menus for the entirety of the campaign but do have the flexibility to continue the promotional menu beyond the end date of the Taste of America program.

Question 19:

"Is there a theme to this year's showcase?"

Answer 19: There is no theme yet. The ATO will decide.

Question 20:

"Is there any interest in a digital/takeout only promotion (in case of Coronavirus)?"

Answer 20: No, not at this time.

Question 21:

"What are some other benchmarks for success besides view counts on SNS videos? (e.g. website visits, attendees, etc.)"

Answer 21: Quality of photographs, interviews, chef demonstration.

Question 22:

"Could you share some of the benefits restaurants have gained from participating in this event in the past?"

Answer 22: Yes. Restaurants have utilized this event to promote their own restaurants. The connection they have with the ATO is beneficial to the promotion of their restaurants as well. Their customers believe enjoy the themes associated with the ATO. They have found new recipes, products and food related partners.

-End of First Set of Q and A-